

Clean Up Australia Litter Prevention Plan *[Excerpt]*

2024 – 2027

The Clean Up Australia's Litter Prevention Plan forms part of the organisation's overall strategy with the following vision, mission, and key objective for litter prevention.

VISION

For all communities to care for and protect our environment for future generations.

MISSION

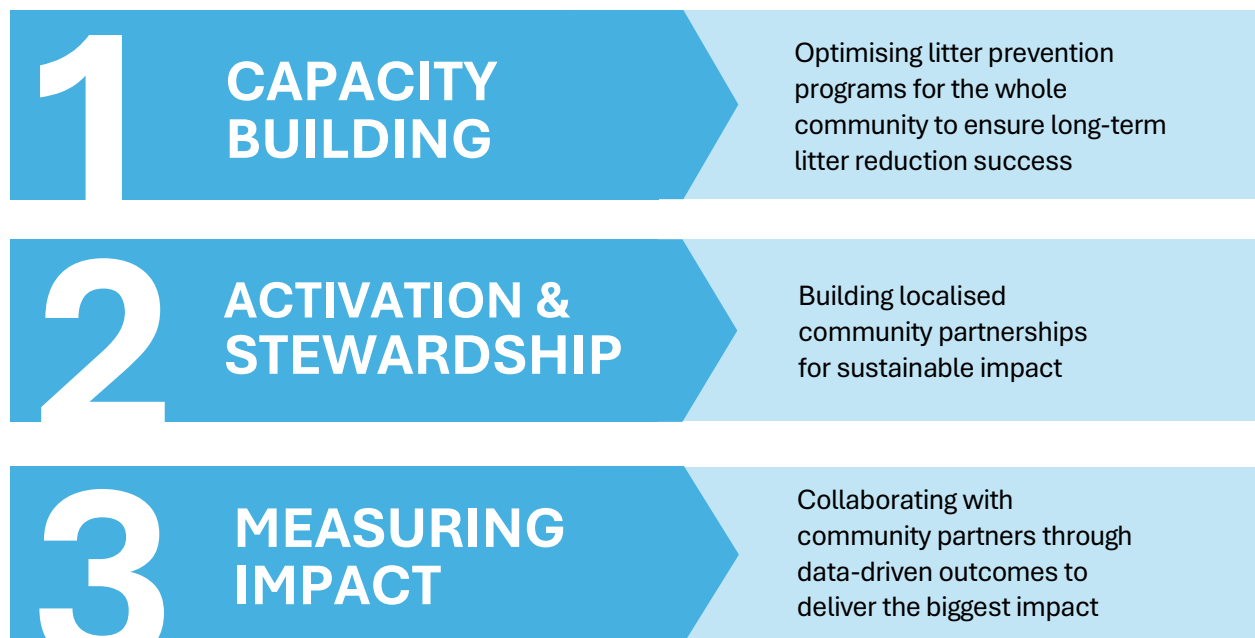
Clean Up Australia inspires and mobilises communities to improve and conserve our environment, eliminate litter, and end waste.

KEY OBJECTIVE

To prevent litter and waste while fast-tracking Australia's transition to a Circular Economy.

OUR STRATEGIC DIRECTIONS

To reach our vision, mission, and objectives, we have three strategic directions that will guide decision making, actions and priorities.



1. Capacity Building

Optimising litter prevention programs for the whole community to ensure long-term litter reduction success. Providing resources, tools, and advice to our community and staff leaders, and in turn empowering them to become key drivers and accelerators of litter prevention, including:

- Education and training programs
- Marketing and communications
- Growing organisational capacity

2. Activation and Stewardship

Building localised community partnerships for sustainable impact. Facilitate collaborations between volunteers and our partner organisations to foster system-wide support, enablement, and action towards litter prevention, and may include:

- Activating our community
- Program development
- Helping our community thrive
- Collaboration with sector partners
- Advocacy

3. Measuring Impact

Collaborating with community partners through data-driven outcomes to deliver the biggest impact. Advance how key litter items are measured, and how this data can track the progress of litter prevention initiatives to drive advocacy and support, including:

- Litter prevention programs
- Clean Up Australia Litter Report
- Partnerships to enhance data collection and reporting
- Community and government storytelling
- Marketing and communications

OUR WASTE SECTORS OF FOCUS

Clean Up Australia advocates for change under six sectors of focus.

1. Circular Economy

- Development of a Circular Economy Framework in line with the Circular Economy Ministerial Advisory Group's key recommendations:
 - Definition of a circular economy and strong targets for Australia
 - Strong markets to drive investment in the circular economy
 - Circular economy framework is integrated into Australia's drive to Net Zero
 - Government must lead by example through procurement and setting standards

- Government and corporate procurement policies that drive demand for sustainable, recycled content and repair and re-use
- Government policies and regulations to support the growth of domestic recycling
- Regulations on product design, import and standards in Australia to ensure products are repairable, recyclable and with strong product stewardship schemes in place
- An updated National Waste Policy Action Plan 2024 with clear actions and deliverables for achieving the seven targets outlined in the National Waste Policy Action Plan 2019
- State-wide implementation of targets, actions and deliverables relating to the updated National Waste Policy Action Plan

2. Product Stewardship Schemes

- Greater scrutiny of products approved for importation into Australia at the outset so Australia can pre-empt problematic products before they are widely adopted. E.g. vapes, e-bikes, non-repairable electronic goods. Aspiration for no products to be sold in Australia unless they have a Product Stewardship Scheme in place.
- Compulsory legislated national Product Stewardship Schemes, covering:
 - Packaging - including soft plastics and coffee cups
 - Batteries - including regulation of import and market of battery types and chemicals to ensure safety, recyclability and minimise thermal runaway, and particular focus on embedded battery stewardship, including toys, electronic cards and vapes
 - E-Waste - including solar panels, electronic devices and e-bikes
 - Vapes - including safe disposal of vapes through the existing B-Cycle scheme
 - Cigarettes - including replacement of plastic cigarette filters with an alternative that is less harmful to the environment or removal of the filter altogether
 - Clothing (e.g. Seamless Australia reducing clothing waste)
 - Tyres (e.g. Tyre Product Stewardship Scheme)

3. Recycling and Container Deposit Schemes

- Nationally harmonised and standardised collection and recycling schemes, including kerbside systems and Container Deposit Schemes (CDS)
- Expansion of CDS – scope of containers and increased return amount to 20c
- Government-supported education programs which focus on behaviour change, recycling practices, recyclability labelling, and consumption practices
- Investment in recycling infrastructure and end markets, including the development and establishment of increased recycling infrastructure in remote and coastal communities
- Establishment of ReMade in Australia certification label indicating recycled content and ratios, increasing consumer confidence and reducing greenwashing risks

- Ongoing delivery of organics infrastructure to increase roll-out of Food Organics and Garden Organics (FOGO) kerbside collection service across Australia.
- Increased home composting of foods and organic products to divert food waste from landfill, reduce greenhouse gas emissions, and use the waste to create compost that can be used in farms

4. Plastics and Packaging

- An updated National Plastics Plan which includes standardised definitions and guidelines surrounding plastics, reporting and transparency measures to monitor progress and accountability within plastics collection and recycling
- Mandated packaging targets for glass, paper, plastic, and metal, driving Australia to zero waste and placing product stewardship responsibility on manufacturers via the ‘*producer pays*’ model
- Regulation of plastic producers and mandated requirements for recycled content in packaging and products instead of virgin plastics
- Mandated design standards and removal of harmful chemicals
- Development of a sustainable end-market for recovered plastics via a national ‘recycled content first’ procurement policy to drive recycled content markets
- Establishment of a levy on the importing or manufacturing of virgin plastics
- Systematic, harmonised, national recycling programs for problem materials like soft plastics
- Nationally harmonised single-use plastic bans
- A national microplastics reduction strategy via monitoring and stormwater filters that are regularly emptied and maintained with assistance from federal government funding
- Increased support for Indigenous Rangers groups from remote areas where plastic pollution is a problem
- A global and binding Global Plastics Treaty that limits the production of virgin plastics

5. Right to Repair

- Acceptance and adoption of the 2021 Productivity Commission findings into the Right to Repair in Australia, including the development of an Australian Repair Label
- Improved repairability and access to repair supplies in specific markets, especially electronics, automobiles and agricultural machinery
- Amended copyright laws to facilitate access and sharing of repair information and manuals
- Promotion of affordable repair services

6. Reuse Policy

- Policy to support re-useables across multiple sectors, including airports, stadiums, restaurants and food courts
- Incentives for refillable models in supermarkets
- Development of an endorsed, multi-stakeholder National Textiles Reuse Policy

OUR KEY ACTIONS FOR CHANGE

Clean Up Australia's Waste Sectors of Focus in policy revolve around the following key actions for advocacy, which embody the Waste Management Hierarchy into full practice. Federal and State policy should embed all actions, including high-level interventions such as Avoidance, Reuse and Repair, into policy.

Key actions apply to our whole community including individuals, families, businesses, and schools, and can be incorporated into litter prevention education and training.

1. Avoid

Prevent virgin materials being extracted and used as much as possible

- Address overconsumption – buy less and for durability
- Industry to manufacture using recycled materials as much as possible, and design out waste

2. Reduce

Reduce the amount of virgin materials extracted and used at the outset

- Buy only what you need
- Select or use items with the least packaging or fewer resources to produce
- Design items for reuse and repair and ensure they are recyclable
- Buy products that are reusable, repairable, refillable, recycled, or recyclable

3. Reuse

Reuse keeps materials in the productive economy without the need for reprocessing

- Design for quality, longevity, durability
- Stimulate the reuse and share market for clothing, furniture, e-goods, and other products
- Avoid single-use as much as possible and opt for reuse at home and in businesses

4. Repair

Repair and refurbishment of goods to ensure products remain in use for as long as possible. Clean Up Australia is a proud member of the Australian Repair Network, supporting:

- Development of an Australian Repair Label
- Improved access to repair supplies
- Improved repairability of products
- Increased skills development and transfer

5. Recycle

Diverting materials from landfill through reprocessing to turn them into new products

- Circular solutions through Product Stewardship Programs. Clean Up Australia is a proud ally of the Product Stewardship Centre of Excellence

6. Recover

Recovery of energy through processes such as composting.

End.